



Paper id: 251007

Printed Page: 1 of 2
Subject Code: BCD061

Roll No:

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BTECH
(SEM VI) THEORY EXAMINATION 2024-25
DIGITAL MARKETING

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****02 x 7 = 14**

Q no.	Question	CO	Level
a.	What is digital marketing?	1	K2
b.	What is Search Engine Optimization (SEO)?	1	K2
c.	Discuss about the key elements of digital marketing.	1	K2
d.	What are the 7 Ps of digital marketing?	1	K3
e.	What is a Marketing Strategy? Write components of marketing strategy.	1	K2
f.	Discuss about the benefits of digital marketing.	1	K2
g.	What is Content Marketing? How Does Content Marketing Works?	1	K3

SECTION B**2. Attempt any three of the following:****07 x 3 = 21**

a.	What are important factors of SEO? Explain the working of SEO in detail.	2	K2
b.	What is On-page SEO? Discuss about the importance and benefits of On-page SEO.	2	K3
c.	What is Search Engine Marketing (SEM)? Discuss about the components and advantages of SEM?	2	K2
d.	What is pay-per-click (PPC) in digital marketing? Discuss about the benefits of using PPC with example.	2	K3
e.	What is display advertising? Discuss about the performance measure and importance of display advertising.	2	K2

SECTION C**3. Attempt any one part of the following:****07 x 1 = 07**

a.	Discuss about the Email marketing and its types. What are the benefits and drawbacks of Email marketing?	3	K2,K3
b.	Discuss about the matrices use to measure the effectiveness of email marketing campaign?	3	K2,K3

4. Attempt any one part of the following:**07 x 1 = 07**

a.	What is mobile marketing? Discuss about the working, advantages and disadvantages of mobile marketing.	3	K3
b.	What is an SMS campaign? Discuss about the features of SMS marketing.	3	K2

5. Attempt any one part of the following:**07 x 1 = 07**

a.	What is social media marketing (SMM) and its five pillars? Discuss about the advantages and disadvantages of social media marketing.	4	K2,K3
b.	What is influencer marketing? Discuss about the working, challenges, Pros and Cons of influencer marketing.	4	K2,K3

6. Attempt any one part of the following:**07 x 1 = 07**

a.	What is channel attribution? Discuss about the channel attribution models in	5	K2
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	detail.		
b.	Why digital transformation in channel marketing is crucial for businesses? Discuss about the key components of digital transformation in channel marketing.	5	K2,K3

7. Attempt any one part of the following: 07 x 1 = 07

a.	What are Google Ads? Discuss about the types, advantages and disadvantages of Google Ads.	5	K3
b.	Discuss about the key aspects and benefits of social media web analytics.	4	K3

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